

# JOSEPH D. HAGE

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## PROFESSIONAL SUMMARY

Major networker. Wharton MBA and classically trained senior marketing professional, now leader of the Medical Devices Group, the largest medical device community in the world, and of Linked:Seattle, the largest professional group in the Pacific Northwest.

Medical device marketer specializing in marketing communications and strategy, lead generation, website development, and social media for medical device and related companies.



The **Medical Devices Group** is the industry's only spam-free, curated forum for intelligent conversations with medical device thought leaders.

We promote continuous education through timely discussion, professional networking, and social interaction. Book me for your next conference and consider how the group can help you reach your company objectives.



**Linked:Seattle** is the largest online community in the Pacific Northwest. More than 80% hail from Greater Seattle and share a common interest in matters of local interest: Our arts, economy, networking, and business development opportunities. If your target is here, connect with me.



**Medical Marcom** is my medical marketing consultancy. We help companies increase the quality and quantity of their prospects. We have a deep bench of marketing talent in virtually every marketing discipline.

An example of our work: We conceived, executed, and support **no2point3.com**, an online petition against the medical device tax.

## WHERE I'VE BEEN (HIGHLIGHTS)



Director of Marketing Communications for this medical device company in the cardiac diagnostic and resuscitation markets.

**Highlights:** Increased page views 253%; helped generate \$7MM in leads.



Director of Relationship Marketing. It's where I learned online marketing.

**Highlights:** Direct and online marketing to acquire and retain customers.



Brand manager. It's where I learned how to be a marketer.

**Highlights:** Worked on Jell-O, Kool-Aid, Post Cereals, new product development, and more. Started charitable effort that raised \$300,000.



MBA in Finance and Marketing. Wharton Follies performer and enthusiast.

**Highlights:** Hard to say. Loved the whole thing. Made great friends there.

## AREAS OF EXPERTISE

- Marketing Comm. + Strategy
- Lead Generation
- Networking + Referrals
- Website Development
- Social Media + PR
- Brand Positioning
- Bold, innovative thinking
- B2B and B2C Marketing
- Acquisition + Retention

## PRIOR EXPERIENCE

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**CARDIAC SCIENCE**, a medical device company Bothell, WA  
*Director of Marketing Communications* 11/07 – 3/11

Brought fresh thinking to traditional medical equipment sales. Now sharing that expertise with the life sciences industries as CEO of Medical Marcom. Raised overall brand awareness; increased sales and goodwill through clear communications and a more approachable brand.

- **Branding:** Consolidated three disparate sub-brands under one corporate umbrella, dissolved all prior logos, recast 100% of Cardiac Science's collateral into the new brand within first year. Introduced new concepts at global sales meeting; won early and consistent support from the Sales team through transition.
- **Strategy:** Worked with Product Marketing to position each product distinctly in our diagnostic portfolio.
- **Web:** Won approval to "start over" and build a completely new Web presence for the company – on time and on budget. Oversaw all phases of Web development and introduced Cardiac Science to social media.
- **Social media:** Championed a blog, Twitter, Facebook, YouTube, LinkedIn, and several online strategies responsible for 7,000+ incremental touches with customers, partners, and prospects per month.
- **Lead Generation:** Raised website page views by 253 percent. Helped generate a lead pipeline valued (by Sales) at more than \$7 million (15-month period).
- **Customer Acquisition:** Attracted schools/colleges with “AnAEDinEverySchool.com” fundraising concept.
- **Collateral:** Introduced dozens of new pieces including corporate and channel brochures, an eight-page trade promotion that garnered 100 quotable endorsements from key distributors, video content, and direct marketing concepts worth hundreds of thousands in new business.
- **Copywriting and Advertising:** Conceived and wrote (in house) for 15 products in several market segments.
- **Promotions:** Generated \$150K (incremental) with a first-of-its-kind online promotion for 700 distributor reps.
- **Salesforce.com:** Became the company's early “super user.” Worked on the contract, business requirements, data migration, data integration, training, and company-wide adoption of the system.
- **Leadership:** Led the Marketing Communications department of up to seven. Managed a multi-million dollar budget. Co-captained the company's Heart Walk effort to its greatest participation and fundraising levels ever.
- **Telemarketing:** Identified, set up an outbound firm; supported campaigns with ROIs exceeding 100 percent.

**SAFECO**, property and casualty insurance (now part of Liberty Mutual) Seattle, WA  
*Assistant Vice President of Marketing* 7/06 – 9/07

Led marketing for Safeco's \$4-billion personal insurance division (65% of revenues). Developed and executed comprehensive programs to support auto, homeowners, and other insurance products for individuals.

- Identified as a high-potential employee within six months of hire. Conceived a unique-to-the-industry insight and led a cross-functional team to make it a reality. The scope helps retain 10,000+ who move each year.
- Trademarked four concepts, one of which may be patentable; could change the way products are sold.
- Authored a 60-page, industry award-winning playbook to help our agents better understand Safeco.
- Persuaded Safeco to share more about our pricing methodologies with our agent partners. Produced three guidebooks (240,000 total circulation) to rave employee and agency reviews. Won industry recognition.

**STOCKPOT**, a \$100-million Campbell Soup Company Woodinville, WA  
*Director of Marketing* 10/04 – 7/06

- Generated \$100K to \$400K in new business by conceiving and executing the first-ever StockPot culinary conference for 10 major universities, including Harvard, Stanford, and Duke.
- Delivered \$100K in new business from the concept, development, and execution of an integrated direct marketing plan including direct mail, print and online media, sampling, and telemarketing.

*StockPot continued on next page*

## EXPERIENCE

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**STOCKPOT**, a \$100-million Campbell Soup Company Woodinville, WA  
*Director of Marketing, continued* 10/04 – 7/06

- Enhanced the relationship with the largest US foodservice distributor by presenting prepared soup as a strategic imperative at the national Innovation Conference.
- Doubled StockPot's earned media coverage with trade publications. Supported 20+ new products with public relations, a new advertising campaign, and initiatives targeting operators, brokers, and distributors.

**MRA**, Vice President of Direct Marketing New York, NY  
**MARKETING CONSULTANT**, Various 7/99 – 10/04

**1-800-FLOWERS.COM**, Director of Relationship Marketing

- Managed direct and email marketing campaigns for Sallie Mae, Kinko's, consumer and technology companies.
- Signed a \$500K account and developed relationships with several major nationally recognized companies.
- Advised The Dannon Company with 2004 marketing plans on their flagship yogurt business.
- Delivered a complete assessment for a \$100-million direct-access brokerage. Gained approval to close division and save \$1 million annually. Developed metrics, sales compensation, deliverables, and timelines.
- Led branding, positioning, and strategic planning for an online greeting card site. Won Board approval to streamline and save \$250K annually. Developed prototypes, conducted usability studies. Managed team.
- Developed and executed \$6-million relationship marketing plan, with volume and spending accountability.
- Directed new customer welcome, acquisition efforts, retention programs, and best customer initiatives.

**KRAFT FOODS, INC.** Rye Brook, NY  
*Brand Manager, Kool-Aid, Ready-to-Drink Kool-Aid* 1994 – 1999

Set objectives and strategies for 2000 marketing plan. Refocused division on ready-to-drink strategic role.

- Recommended fundamental shifts in advertising, merchandising, promotional, and packaging plans.
- Led consumer research and uncovered new insight, which became the foundation for new brand positioning.
- Made strong case, and won management support, to discontinue a \$500,000 profit-generating business.

*Brand Manager, New Product Development, Jell-O Trademark*

Cultivated new product opportunities, including highly successful Oreo flavor introduced in 2001.

- Managed \$30-million new product launch. Directed tech research on product development; the agency on positioning and copy strategy; sales and promotions on execution; packaging on strategic communication.
- Conceived and tested new product concepts, which scored among the highest in the trademark's history.
- Grew channel volume (club stores +10%, military +15%) with improved programming and forecasting.

*Associate Brand Manager, Lender's Bagels*

*Assistant Brand Manager, Post Cereals*

**MBI, INC.**, Associate Program Manager Norwalk, CT 1992 – 1994  
**HSBC**, Financial Officer (promoted from Financial Associate) New York, NY 1988 – 1990

## EDUCATION

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**THE WHARTON SCHOOL**, University of Pennsylvania Philadelphia, PA  
 Master of Business Administration, Marketing and Finance May 1992

- Actor and writer, *Wharton Follies*

**STERN SCHOOL OF BUSINESS**, New York University New York, NY  
 Bachelor of Science, *Magna Cum Laude*, Finance and Economics June 1988

- Exchange student, London School of Economics and Spanish study programs, 1985-86